

# Agricultural Outlook Forum 2004 Ensuring a Healthy Food Supply

February 19-20, 2004  
Crystal Gateway Marriott Hotel  
1700 Jefferson Davis Highway, Arlington, Virginia, 22202

Register online <http://www.usda.gov/oce>

Updated February 9, 2004

## WEDNESDAY, FEBRUARY 18, 2004

5:00 p.m. – 8:30 p.m.

### Registration

*Arlington Ballroom Foyer*

## THURSDAY, FEBRUARY 19, 2004

7:00 a.m. - 5:30 p.m.

### Registration

*Pre-registered guests: Arlington Ballroom, Salon II*

*Onsite registration: Arlington Foyer Registration Desk*

7:15 a.m. – 8:15 a.m.

### Continental Breakfast

*Arlington Ballroom Foyer*

8:30 a.m. – 10:15 a.m. **Opening Plenary**

*Arlington Ballroom*

8:30 a.m. **Welcome**

8:40 a.m. **2004 Agricultural, Trade and Policy Prospects**

### 2004 Agricultural Prospects

Keith Collins, Chief Economist, USDA

### U.S. Trade and Agricultural Policy

J.B. Penn, Under Secretary of Farm and Foreign Agricultural Services, USDA

9:15 a.m. **Keynote**

### Keynote Address

Ann M. Veneman, Secretary of Agriculture

### The Customer Is Boss

James R. Cantalupo, Chairman and Chief Executive Officer, McDonald's Corporation

10:15 a.m.

### Refreshment Break

*Arlington Ballroom Foyer*

10:45 a.m. – 12:30 p.m.

### CONCURRENT SESSIONS

## **Responding to the Consumer's Quest for a Healthier Lifestyle, Part 1**

*Arlington Ballroom, Salon III*

Moderator: Eric Hentges, Director, Center for Nutrition Policy and Promotion, USDA

### **The Costs of Unhealthy Eating and Proposals To Influence Behavior**

Eric Finklestein, Health Economist, Division of Health Economics, Research Triangle Institute

### **WIN the Rockies: A Community-Based, Health-Centered Approach to Obesity Intervention**

Sylvia Moore, Professor/Director, Medical Education & Public Health, Assistant Dean, University of Wyoming College of Health Sciences

### **Healthy Eating Under Age Two**

Susan Pac, Manager of Regulatory Affairs, Gerber Products Company

### **Products, Policies and Programs: An Integrated Consumer Approach**

Donna Shields, Senior Manager Media Relations, Coca-Cola Corporation

## **Farm Income and Farm Finance Outlook**

*Arlington Ballroom, Salon V*

Moderator: Gregory D. Hanson, Professor, Department of Agricultural Economics and Rural Sociology, Penn State University

### **Globalization Forces Rural America To Blaze a New Trail**

Jason Henderson, Economist, Center for the Study of Rural America

### **Rural Labor Markets: Changing Prospects**

Robert Gibbs, Regional Economist, Economic Research Service, USDA

### **Federal Tax Policy and Farmers: A Current Perspective and Outlook**

Ron Durst, Agricultural Economist, Economic Research Service, USDA

### **Forecast of Income and Wealth for the Farm Sector, Households and the Farms They Operate**

Jim Johnson and Mitch Morehart, Agricultural Economists, Economic Research Service, USDA

## **The Importance of Trade to Agriculture**

*Arlington Ballroom, Salon IV*

Moderator: A. Ellen Terpstra, Administrator, Foreign Agricultural Service, USDA

### **Importance of Trade to American Agriculture**

Charles Kruse, President, Missouri Farm Bureau

### **Export Views of A Specialty Crop Industry**

Christian Schlect, President, Northwest Horticultural Council

### **Mutual Importance of U.S.-EU Trade to the U.S. and EU Agricultural Sectors**

Tassos Haniotis, European Commission, Deputy Head of Cabinet, Cabinet of Franz Fischler

### **Global Markets and the Future of American Agriculture**

Neilson C. Conklin, Director, Market and Trade Economics Division, Economic Research Service, USDA

## **Implementing New Regulations To Control Biological Agents and Toxins under the Bioterrorism Act of 2002**

*Arlington Ballroom, Salon VI*

Moderator: Jeremy Stump, Confidential Assistant, Office of the Secretary, USDA

### **Regulatory Overview Panel – Implementing Requirements**

#### **What's Required To Possess, Use or Transfer Select Agents**

Shannon R. Hamm, Assistant Deputy Administrator, Policy and Program Development Division, Animal and Plant Health Inspection Service, USDA

#### **Regulatory Impacts for Plant Agents and Toxins**

Michael Firko, Assistant Director, Plant Health Programs, Animal and Plant Health Inspection Service, USDA

#### **Regulatory Impacts for Animal and Overlap Agents and Toxins**

John Clifford, Associate Deputy Administrator for National Animal Health Policy Programs, Animal and Plant Health Inspection Service, USDA

#### **Coordinating with APHIS on Overlap Agents and Pathogens**

Ted Jones, Acting Director, Select Agent Program, Centers for Disease Control and Prevention

### **Implications and Interactions with Government, Scientific, and Academic Community**

#### **The Role of the Diagnostic Laboratory Network for Select Agents**

Gary Cunningham, Associate Administrator, Cooperative State Research, Education, and Extension Service, USDA

#### **Impacts on Federal Laboratories of the Government Select Agent Program**

Michael Ruff, Director, Homeland Security, Agricultural Research Service, USDA

#### **Impacts of the Select Agent Rule on Veterinary Laboratories**

Randall L. Levings, Director, National Veterinary Services Laboratories, Animal and Plant Health Inspection Service, USDA

#### **How the Research Community Is Responding to the Select Agent Regulations**

Rachael E. Levinson, Assistant Director for Life Sciences, White House Office of Science and Technology Policy

### **New Crop and Livestock Insurance Programs**

*Grand Ballroom, Salon C*

Moderator: Ross J. Davidson, Jr., Administrator, Risk Management Agency, USDA

#### **Agricultural Index Insurance Products: Strengths and Limitations**

Barry J. Barnett, Associate Professor, Department of Agricultural & Applied Economics, University of Georgia

#### **Implications of Extending Crop Insurance to Livestock**

Bruce A. Babcock, Professor, Department of Agricultural Economics, Iowa State University and Director, Center for Agricultural and Rural Development

### **12:30 p.m. Exhibit Hall Opens**

*Grand Ballroom, Salons F, G and H*

### **12:30 p.m.**

#### **Networking Luncheon**

*Arlington Ballroom, Salons I and II and Grand Ballroom Salons J and K*

### **1:00 p.m. The 2004 Food Price Outlook**

*Lee Room, Lobby Level*

Ephraim Leibtag, Economist, Economic Research Service, USDA

**1:45 p.m. – 3:30 p.m.**

**CONCURRENT SESSIONS**

**Responding to the Consumer's Quest for a Healthier Lifestyle, Part 2**

*Arlington Ballroom, Salon III*

Moderator: Timothy Kramer, Acting National Program Leader for Human Nutrition, Agricultural Research Service, USDA

**Nutritional Studies of Functional Foods**

Joseph Spence, Director, Beltsville Human Nutrition Research Center, Agricultural Research Service, USDA

**Functional Foods that Promote Health**

Harold H. Schmitz, Director of Technology, M&M/Mars, Masterfoods

**Functional Foods: Perspective of the Food Industry**

Shirley C. Chen, Principal Nutrition Scientist, Unilever Bestfoods, Inc.

**A First Look at the 2002 Census of Agriculture**

*Grand Ballroom, Salon C*

Moderator: R. Ronald Bosecker, Administrator, National Agricultural Statistics Service, USDA

**How To Interpret New Demographic Information in the Preliminary 2002 Census of Agriculture**

Rich Allen, Deputy Administrator for Programs and Products, National Agricultural Statistics Service, USDA

**A First Analysis of New Operator and Household Data from the 2002 Census of Agriculture**

Jill L. Findeis, Professor of Agricultural, Environmental and [Regional Economics](#), and Demography, Penn State University

**Response: Impact on Knowledge about Farm Operators**

Bob Hoppe, Agricultural Economist, Economic Research Service, USDA

**The Biosafety Protocol and International Trade**

*Arlington Ballroom, Salon V*

**Moderator:** Jim Butler, Deputy Undersecretary for Farm and Foreign Agricultural Services, USDA

**What Is the Biosafety Protocol and How Can It Affect Trade?**

Gary C. Martin, President, North American Export Grain Association

**The Current Status of Trade under the Biosafety Protocol**

Mr. Blair Coomber, Director General for International Trade Policy, Agriculture Canada

**The Kuala Lumpur Meeting: U.S. Positions**

Philip C. Wall, Director, Office of Agriculture, Biotechnology and Textiles Trade Affairs, U.S. Department of State

**Implications for Business of Securing the Food Transportation System**

*Arlington Ballroom, Salon VI*

Moderator: Barbara Robinson, Deputy Administrator, Transportation and Marketing Program, Agricultural Marketing Service, USDA

**Overview of the U.S. Transportation System**

**New Safety and Security Guidelines for the Distribution of Meat, Poultry and Egg Products**

D.W. Chen, Acting Assistant Administrator for Food Security and Emergency Preparedness, Food Safety and Inspection Service, USDA

**Food Security Impacts on the Grain Industry**

Kendell Keith, President, National Grain and Feed Association

**The Implications of New Transportation Security Measures on Agricultural Logistics**

Diane Eicher, Export Manager (COF), Coppersmith Inc.

**New Regulations for Confined Animal Feeding Operations**

*Arlington Ballroom, Salon IV*

Moderator: Marc Ribaud, Agricultural Economist, Economic Research Service, USDA

**EPA Implementation and Enforcement of the New Rule**

George Utting, Water Permits Division, Office of Wastewater Management, Office of Water, U.S. Environmental Protection Agency

**USDA's Assessment of the Costs of Managing Manure Nutrients with Land Application**

Noel Gollehon, Agricultural Economist, Economic Research Service, USDA

**USDA's Assessment of Costs and Implementation of a Comprehensive Nutrient Management Plan**

Dan Meyer, Agricultural Economist, Natural Resources Conservation Service, USDA

**The Producers' Perspective**

Dave Roper, Chairperson, Environmental Committee, National Pork Producers Council

**3:30 p.m.**

**Refreshment Break**

*Arlington Ballroom Foyer and Exhibit Hall Foyer*

**3:45 – 5:30**

**CONCURRENT SESSIONS****What's Driving Growth in Organic Foods?**

*Arlington Ballroom, Salon III*

Moderator: Barbara Robinson, Deputy Administrator, Transportation and Marketing Program, Agricultural Marketing Service, USDA

**Recent Trends in Organic Production**

Cathy Greene, Agricultural Economist, Economic Research Service, USDA

**Current Trends in the Retail Market for Organics: A Retailer's Perspective**

Mary Mulry, Senior Director of Product Development and Standards, Wild Oats Markets, Inc.

**Organic Consumer Profile**

Laurie Demeritt, President, The Hartman Group

**Growth in Organic Foods: Producers' Perspectives**

Kevin Edberg, Executive Director, Cooperative Development Services

**Connecting Agricultural Innovation and Rural Prosperity**

*Grand Ballroom, Salon C*

Moderator: Lawrence K. Yee, National Program Leader, Food Marketing Systems Innovations, Cooperative State Research, Education, and Extension Service, USDA; on leave from University of California

**Growing a Farmer's Cooperative in Central Appalachia**

Co-presenters: Anthony Flaccavento, Appalachian Sustainable Development and Steve Hodges, Jubilee Project, Inc.

**New Traditions in Eastern Washington Benefit Farmers, the Environment and Consumers**

Read Smith, Past President, National Association of Conservation Districts

**The Changing Rural Setting for Agricultural Innovation and Community Prosperity**

Linda Ghelfi, Agricultural Economist, Economic Research Service, USDA

**World Agricultural Resources, Technology and Productivity**

*Arlington Ballroom, Salon V*

Moderator: Carol Kramer-LeBlanc, Director, Research and Exchanges Division, International Cooperation and Development, Foreign Agricultural Service, USDA

**Resources, Technology and Agricultural Productivity in a Changing World**

Susan Offutt, Administrator, Economic Research Service, USDA

**Farmers' Choices, Land Quality and Agricultural Productivity**

Keith Wiebe, Deputy Director, Resource Economics Division, Economic Research Service, USDA

**New Technologies for Sustained Productivity Growth**

Donald Duvick, former VP of Pioneer-HiBred International

**Market Information Systems in Mali**

Niama Nango Dembele, Advisor, Market Information Systems, Michigan State University & U.S. Agency for International Development, Mali

**Promise and Pitfalls of Plant-made Pharmaceuticals and Industrial Compounds**

*Arlington Ballroom, Salon VI*

Moderator: Neil E. Hoffman, Director, Regulatory Programs, Biotechnology Regulatory Services, Animal and Plant Health Inspection Service, USDA

**Moving Products into the Clinic: The Next Stage of Development for the Plant-made Pharmaceuticals Sector**

Barry Holtz, CEO, Inflexion Therapeutics

**U.S. Food Industry's View on the Development of Plant-made Pharmaceuticals and Industrials**

Marialuisa S. Gallozzi, Partner, Covington & Burling

**Plant-Made Pharmaceutical Confinement Systems**

Rachel G. Lattimore, Attorney, Arent Fox Kintner Plotkin & Kahn, PLLC

**Changes in the Meatpacking Industry following the Discovery of BSE**

*Arlington Ballroom, Salon IV*

**Moderator:** Donna Reifschneider, Administrator, Grain Inspection, Packers and Stockyards Administration

Speakers to be announced:

**State of the Meatpacking Industry**

**FSIS Outreach Efforts To Implement BSE-Related Regulations**

Mary Cutshall, Director of Strategic Initiatives, Partnerships and Outreach Staff, Animal and Plant Health Inspection Service, USDA

**New Regulatory Initiatives and a U.S. Animal I.D. Program: APHIS Perspective**

**Likely Changes in the Structure of Meatpacking in Response to BSE**

John Nalivka, President and Owner, Sterling Marketing

**5:30 – 6:45 p.m. Cash Bar Reception**

*Arlington Foyer and Exhibit Hall Foyer*

**6:45 Forum Dinner***Arlington Ballroom, Salons I, II and III***Farm Policies and Their Reform: Lessons from Europe**

Franz Fischler, Member of the European Commission Responsible for Agriculture, Rural Development and Fisheries

**FRIDAY, FEBRUARY 20, 2004****7:00 a.m. – 2:00 p.m. Registration***Arlington Foyer Registration Desk***7:15 a.m. – 2:15 p.m. Exhibit Hall Open***Grand Ballroom, Salons F, G and H***7:15 a.m. – 8:15 a.m. Continental Breakfast***Arlington Foyer***8:15 a.m. – 10:00 a.m. Plenary: Promoting Healthy and Nutritious Diets***Arlington Ballroom, Salons IV, V and VI*

Moderator: Sylvia B. Rowe, President and CEO, International Food Information Council and the IFIC Foundation

**USDA Initiatives To Promote Healthy Diets**

Eric M. Bost, Under Secretary for Food, Nutrition, and Consumer Services, USDA

**Promoting Healthy Diets from a Public Health Perspective**

Marianne S. Edge, President, American Dietetic Association

**PepsiCo: Capturing Growth at the Intersection**

Brock Leach, Senior Vice President for New Growth Platforms and Chief Innovation Office, PepsiCo

**From Dinner Plate to Farm Gate: How Will New Diet Trends Affect Farming?**

Victor L. Lechtenberg, Dean of Agriculture, Purdue University

**10:00 a.m. Refreshment Break***Arlington Ballroom Foyer and Exhibit Hall Foyer***10:30 a.m. – 12:15 p.m.****CONCURRENT SESSIONS****Outlook for Grains and Oilseeds***Arlington Ballroom, Salon IV*

Moderator: Keith Menzie, Agricultural Economist, World Agricultural Outlook Board, Office of the Chief Economist, USDA

**The Outlook for Wheat, Feedgrains and Oilseeds**

William Tierney, Commodity Analyst, World Agricultural Outlook Board, Office of the Chief Economist, USDA

**The Outlook for Soybean Processing: A Global Market Perspective**

Albert Ambrose, Vice President for Risk Management, Oilseed Processing, CHS Inc.

**What's Ahead for China as a Grain Producer and Exporter?**

John Wade, Group Leader, Cotton, Oilseeds, Tobacco, and Seed Division, Foreign Agricultural Service, USDA

## **Outlook for Sugar and Sweeteners: Economics, Science and a Healthy Diet**

*Arlington Ballroom, Salon V*

Moderator: John Love, Sweeteners Analyst, World Agricultural Outlook Board, Office of the Chief Economist, USDA

### **Economic Factors Affecting U.S. Sugar Consumption**

Margaret Blamberg, Executive Director, American Cane Sugar Refiners' Association

### **Sound Science and Prospects for Sugar Consumption**

Andrew Briscoe III, President and Chief Executive Officer, The Sugar Association, Inc.

### **Multiple Factors Associated with Obesity**

Maureen Storey, Director, Center for Food and Nutrition Policy, Virginia Tech

## **Cotton and Fibers Outlook: Focus on China**

*Arlington Ballroom, Salon VI*

Moderator: Craig Jagger, Chief Economist, Committee on Agriculture, U.S. House of Representatives

### **The USDA Outlook for 2004/05**

Leslie Meyer, Agricultural Economist, Economic Research Service, USDA

### **Factors Affecting the China Balance Sheet for 2004/05**

Hunter Colby, Managing Director of Cotton Economics, Globecot, Inc.

### **Meeting China's Cotton Mill Demand: A Western Merchant's Perspective**

Gary W. Taylor, President and CEO, Cargill Cotton

### **Safeguards on Textile Imports from China: Process, Outcomes and Prospects for the Future**

Jim Leonard III, Deputy Assistant Secretary for Textiles, Apparel and Consumer Goods, International Trade Administration, U.S. Department of Commerce

## **This Land Is Your Land: Will the U.S. Embrace the Landcare Movement?**

*Grand Ballroom, Salon B*

Moderator: Lawrence E. Clark, Deputy Chief for Science and Technology, Natural Resources Conservation Service, USDA

### **Landcare—Its Origins, Accomplishments and Lessons Learned**

Fran Freeman, Minister-Counselor, Agriculture, Embassy of Australia

### **Landcare—An Agribusiness Perspective**

John Hickman, Principal Scientist, John Deere Technology Center

### **Landcare—A Farmer's Perspective**

Bill Richards, Richards Farms, Circleville, Ohio

### **Landcare—A Conservationist's Perspective**

Gary Mast, President, National Association of Conservation Districts

## **Outlook for Milk and Dairy Products**

*Grand Ballroom, Salon C*

Moderator: Robert Yonkers, Chief Economist and Director of Policy Analysis, International Dairy Foods Association

### **2004 Outlook for Milk and Dairy Products**

James Miller, Agricultural Economist, Economic Research Service, USDA

### **Issues and Challenges Facing the Federal Order System**

Larry Hamm, Professor, Department of Agricultural Economics, Michigan State University



### **Developing Healthful New Milk-based Beverages**

Clay Boatright, Vice President, Trade Marketing, Dairy Group, Dean Foods

### **12:15 p.m. – 12:45 p.m. Cash Bar Reception**

*Exhibit Hall Foyer*

### **12:45 p.m. – 2:15 p.m.**

### **LUNCHEONS**

#### **Grains, Oilseeds and Livestock Luncheon**

*Arlington Ballroom, Salons I, II and III*

Moderator: W. Kirk Miller, General Sales Manager, USDA

#### **Beef, Oilseeds and Grains: Brazilian Performance, Trends and Forecasts**

Gustavo Marin Monaco, Livestock Consultant, FNP Consultants and Agra-Information, Brazil

#### **Sugar and Sweeteners Luncheon**

*Arlington Ballroom, Salon V*

Moderator: Beth Bechdol, Special Assistant to the Under Secretary for Farm and Foreign Agricultural Services, USDA

#### **EU Sugar Reform and Some Wider Implications**

Simon Harris, Adviser to British Sugar and Associated British Foods

#### **Cotton and Fibers Luncheon**

*Arlington Ballroom, Salon VI*

Moderator: James Little, Administrator, Farm Service Agency, USDA

#### **The Compatibility of Trade Policy and U.S. Domestic Policy: the Case of Cotton**

Joseph Glauber, Deputy Chief Economist, USDA

#### **Fruit and Vegetables Luncheon**

*Grand Ballroom, Salons J and K*

Moderator: A.J. Yates, Administrator, Agricultural Marketing Service, USDA

#### **Investing in Healthy Consumers for a Healthy Industry**

Tom Stenzel, President and CEO, United Fresh Fruit & Vegetable Association

### **2:15 p.m. – 4:00 p.m. Concurrent Sessions**

#### **Livestock and Poultry Outlook**

*Arlington Ballroom, Salon IV*

Moderator: Chuck Lambert, Deputy Under Secretary for Marketing and Regulatory Programs, USDA

#### **2004 Outlook for Livestock and Poultry**

Joel Greene, Agricultural Economist, World Agricultural Outlook Board, Office of the Chief Economist, USDA

#### **A Total Quality Program for Branded Beef**

John Stewart, President, Creekstone Farms Premium Beef

#### **Industry Perspective on Processing Meat Byproducts**

Mike Reiser, Valley Proteins, Inc., Second Vice Chairman, National Renderers Association, Inc.

#### **Innovative Cooperatives for the 21<sup>st</sup> Century**

*Arlington Ballroom, Salons V and VI*

Moderator: Thomas Dorr, Senior Advisor to the Secretary of Agriculture, USDA

#### **Co-op Financing**

Jean-Marie Peltier, President, National Council of Farmer Cooperatives

**Co-ops in the Global Marketplace: The Sunkist Example**

Mrs. Claire Smith, Director of Public Affairs, Sunkist Growers, Inc.

**New Generation Co-ops**

Jim Haskell, Assistant Deputy Administrator, Cooperative Services, Rural Business-Cooperative Service, USDA

**Co-op Development Opportunities in Rural America**

Jeannine Kenney, Vice President of Public Affairs and Member Services, National Cooperative Business Association

**Trading Environmental Credits**

*Grand Ballroom, Salon C*

Moderator: Bruce I. Knight, Chief, Natural Resources Conservation Service, USDA

**Can Farmers Be Suppliers in a Market for Carbon Credits?**

Zach Willey, Senior Economist, Climate & Air, Environmental Defense

**Lessons Learned in Entergy's Trading Arrangements**

Jeffrey L. Williams, Manager, Corporate Environmental Initiatives, Entergy Services, Inc.

**How Farmers Can Make Trading Work for Them**

Read Smith, Past President, National Association of Conservation Districts

**Contracting in the Fruit and Vegetables Sector**

*Grand Ballroom, Salons J and K*

Moderator: Neilson C. Conklin, Director, Market and Trade Economics Division, Economic Research Service, USDA

**Can Growers Profit from Contract Pricing Agreements?**

John Shelford, President, Global Berry Farms

**Contracting Supplies for Food Processing**

Douglas Circle, President/CEO, Sunrise Growers, Inc., Frozsun Foods Inc.

**Economic and Regulatory Issues in the Use of Grower Contracts**

Brent Hueth, Assistant Professor, Department of Economics, Iowa State University

**Renewable Energy Opportunities for American Farmers**

*Grand Ballroom, Salon B*

Moderator: Roger K. Conway, Director, Office of Energy Policy and New Uses, Office of the Chief Economist, USDA

**The Future of Biodiesel**

Jeff Stroburg, CEO, West Central Cooperative

**Generating Commercial Electricity from Animal Waste**

Mr. Patrick Keily, Renewable Energy Project Manager, Office of Energy Options, We Energies

**Farming Wind Energy**

Lisa Daniels, Executive Director, Windustry

4:00 p.m.

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